

Sponsorship and partnerships 2027

Help us put on eight days of free summer fun

Swanage Carnival is run entirely by volunteers and paid for by people like you. Sponsor us and your business becomes part of Swanage's favourite week of the year.

Swanage Carnival 2027

Carnival week, summer 2027 · Swanage, Jurassic Coast

Swanage Carnival

Why Carnival

A big week for Swanage, and a big audience for you

Over 100 free events across eight days, from the Carnival Procession and the fireworks to races, swims and crabbing on the Quay. There are no paid staff, no grants and no subsidies. Local businesses keep it going, and the money left over goes to good causes across Purbeck.

£41,100
raised for local charities and good causes at the 2026 Carnival

1.2 million
social media interactions during Carnival week

85,000
visits to the Carnival website

3,500+
official Carnival programmes sold

250,000+
visitors to Swanage each summer, spending in local shops, cafés, pubs and places to stay

Get seen
Put your name in front of Carnival crowds, programme readers and our followers online.

Show you're local
Let residents and visitors see you back Swanage and the people who live here.

Meet new customers
Reach people on our website, on social media, in print and on site during the week.

Do some good
Help keep a volunteer-run event free for families and raise money for Purbeck charities.

Volunteers have put on Swanage Carnival for over 80 years.















Over 100 free events across eight days, all put on by local volunteers.

Photos from Swanage Carnival 2026 by Lyons.

Sponsorship packages

Find the package that fits

Headline partner
£5,000+

Our leading partner for the whole of Carnival week.

- Your logo in the top spot across agreed Carnival publicity
- Prominent thanks on our website and social media
- A premium advertising spot on the Showground, subject to availability
- A full-page advert in the official Carnival programme
- Thanks during agreed events and announcements
- A feature all about your business, plus ideas we shape together

Gold partner
£2,000

Seen right through Carnival week.

- Your name and logo on the Carnival website, with a sponsor profile
- A thank-you post of your own on our social media
- Advertising on the Showground, subject to availability
- Thanks in selected Carnival publicity

Silver partner
£1,000

Good exposure for growing businesses.

- Your name and logo on the Carnival website
- Thanks on social media before and during the week
- The chance to sponsor a Carnival activity, subject to availability

Bronze partner
£500

An affordable way to back Carnival.

- Your business name on the Carnival website
- Thanks on social media before and during the week
- A place in our group thank-you to sponsors

Community supporter
£50–£250

Every pound helps.

- Your business name on the Carnival website
- Thanks on social media before and during the week
- The option to put your support towards a particular event, where available

Compare packages

What's included at each level

Benefit	Headline £5,000+	Gold £2,000	Silver £1,000	Bronze £500	Community £50–£250
Name on the Carnival website	✓	✓	✓	✓	✓
Thanks on social media	✓	✓	✓	✓	✓
Logo on the website	✓	✓	✓	–	–
Sponsor profile	✓	✓	–	–	–
Showground advertising	Premium spot	✓	–	–	–
Full-page programme advert	✓	–	–	–	–
Thanks at events and in publicity	Agreed events	Selected publicity	–	–	–
Partnership shaped around you	✓	–	–	–	–
Sponsor a particular event	By agreement	By agreement	By agreement	Optional	Optional

All advertising spots, event opportunities and publicity are subject to availability and agreement with the Committee. Event sponsorship may be priced separately.

Not sure which level suits you?

Drop us a line at media@swanagecarnival.com and we'll help you pick the one that works for your business and your budget.

Sponsor a Carnival event

Put your name on the bit you love

Back a race, a competition or one of the big moments of the week, and your business becomes part of it.

From
£100
Community activity
A small competition or family activity. Website thanks and a mention in related posts.

From
£250
Race or popular competition
Your name on the event, a website listing, social posts and signage where available.

From
£500
Major race or attraction
More publicity, prominent thanks and branding on site where available.

From
£1,000
Headline attraction
Main sponsor of the event, a feature of your own and agreed event branding.

Events you could sponsor

- Shore Runners
- Wheelbarrow Race
- Fire Engine Pull
- Bay Swim
- Sea Stig
- Carnival's Got Talent

Plus other races, competitions and family activities across the week. Ask us what's available.

Prices depend on how popular the event is, how much publicity and signage it needs, and whether you'd like it to yourself.

Make it yours

With exclusive event sponsorship, your business is the one main sponsor of that event.

The [Your Business] Wheelbarrow Race

Naming rights, your logo on the event's publicity, social posts of its own, a website credit as official sponsor, signage on site where available and a thank-you on the day.



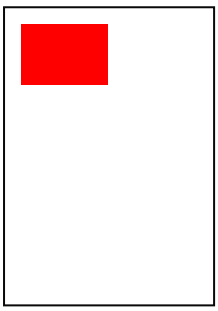


Exclusive sponsorship is subject to Committee approval and any existing sponsorship.

Programme advertising

Get your business into the official Carnival programme

Put your business in front of programme readers during Carnival week. We've printed an official Carnival programme every year since at least 1939.



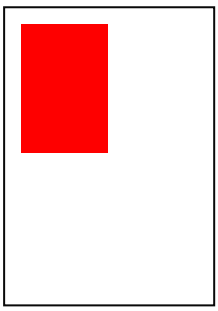
Eighth page

Early bird

£175

Standard price **£200**

86.5mm × 61mm



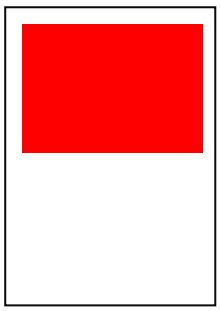
Quarter page

Early bird

£275

Standard price **£325**

86.5mm × 129mm



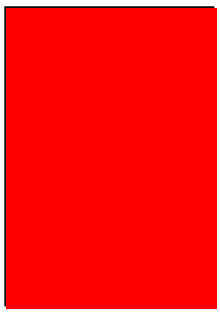
Half page

Early bird

£475

Standard price **£525**

180.5mm × 129mm



Full page

Early bird

£900

Standard price **£950**

213mm × 303mm

Book early

Early bird prices are for adverts booked before the early bird deadline. Standard prices apply after that.

Need an advert?

Sizes, formats and artwork details are at swanagecarnival.com/ads. If you don't have an advert, we can put you in touch with a designer who can make one for you.

Book your advert

Email media@swanagecarnival.com to reserve your space in the 2027 programme.

Bespoke partnerships

Doesn't fit a package? Let's shape one together

Not every business fits neatly into a box. Tell us what you'd like to do and we'll work out something that suits you and Carnival.

Event sponsorship

Back a particular race, competition or attraction.

Showground advertising

Promote your business in selected spots on the Showground, subject to availability.

Programme advertising

Reach readers of the official Carnival programme, printed every year since at least 1939.

Digital partnerships

Get thanks across agreed website and social media activity.

In-kind support

Give goods, services or equipment we need, in return for an agreed sponsorship.

Partnerships over several years

Build a longer relationship with Carnival and plan ahead together.



Every event exists because local people give their time. Sponsors are what turn that time into eight days of free fun.

All bespoke arrangements are subject to Committee approval and a written agreement setting out what's included.







From the air display to the Wheelbarrow Race, there's something on every day.



Become a 2027 sponsor

Thank you for thinking of Carnival

Whether it's a headline partnership, a smaller package or one event, we'd love to hear from you. Get in touch and we'll talk it through.

Sponsorship

Swanage Carnival Sponsorship Team

media@swanagecarnival.com

Website

swanagecarnival.com

Swanage Carnival is put on entirely by volunteers. Every pound left over goes to good causes across Purbeck.

Swanage Carnival